

HomeFood

Detailed Descriptions for Wireframes

- **Why is this the home page?**

- This page gives users access to what they want most-buying meals. In other words, they don't have to spend time, energy, and confusion finding what they came to the app for.
- It is also necessary to show in an early phase in the process flow for the *cook* because it shows the VALUE PROPOSITION. The cooks need a quick explanation of what the app does and where they fall into place in the marketplace.

- **Location/Map**

- According to the journey map and personas, customers will be most interested in the location of the meal. Since the food is not being delivered, ideally, the meal would then have to be cooked by a neighbor.
- Location is prominent in *three* places.
 - First, "Map View" is prominent at the top next to "List View." This is because "Map View" gives a visual representation of where the cooks are located. There are certain people who learn *visually and spatially*, and certain people who are satisfied with seeing text.
 - Second, there is a location search bar that takes up a large amount of real estate at the top of the screen. Not only is this search bar mandatory for functionality, it is enlarged for the reason that users *desire* this function and it is important that it is clearly there for them to see. The location bar is not hidden because hiding the bar would devalue its visual prioritization.
 - Third, distance away and city are placed on each dish. Users do not merely want to see that a cooked meal is close to them- they want to see a precise distance. The specific address is hidden for the cooks confidentiality.

- **Donation Price**

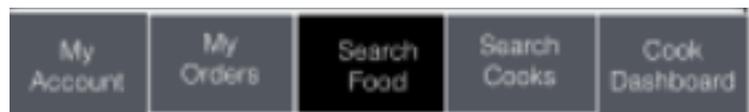
- Simply putting a price, which may make a user think this is a mandatory price (which is not), was done under the assumption that this would be legally acceptable. This is still being determined by a lawyer.
- In a addition to location, the donation price is emphasized because pricing is the second *value proposition* presented to the customer.
 - It is emphasized by putting it on the left side (users read from left to right), and at the top of the list of informational section (users read from top to bottom).



- Although one may claim that prioritization should go in the bottom right for mobile, the user is not trying to click on the donation price, so this rule does not apply.
- **Ingredients and Name of Dish**
 - Simply put, the user needs to know what they are going to purchase. Putting the meal name is vital. However, according to the user persona, it is not as important as the price. Therefore, the name is placed below the title. Therefore, in this case, necessity did not outweigh desire.
 - Real estate is limited on this card. Therefore, putting tags (ie- spicy, vegan, vegetarian) may not have to be put on the card. However, not *every* dish are going to have tags. On the other hand, those who are searching for these tags, which will be approximately 10% of the user base (Gallup Poll 2013). Ostracizing 10% of the user base doesn't seem worth the extra real estate.
 - Fitt's Law is why name of dish and tags are placed next to each other- they are similar information and it shows that the tag is relevant to the dish title.
- **Logistics**
 - There is less information on the right side of the card. Therefore, when a user wants to quickly see what is feasible for them- they are easily able to scroll up and down and find the cards that are worth reading.
- **Bottom Right**
 - There is no information put at the bottom right of the card because that is where users will click, and it should be obvious that they are clicking to see information for the entire dish. In a way- this mimics a call-to-action area because there is nothing in the way stopping their finger from clicking. In other words, it won't be confusing what they are clicking on at the bottom right of a card.
- **Controversy on cook picture and level**
 - The picture of the cook adds a lot of complication to the screen, but the cook's face is necessary to show the trustworthiness of the site. In fact- the site is not *meal*-centric, it is *cook*-centric. Therefore, the cook's face is placed even above the information about the meal.
 - The "level," which will show the cook's reputation is important so people can see the cook's value and be comfortable with the quality of the cook. This is half the reason why the person even cares about the cook- they want to know if the cook is good.
- **Background Pictures**
 - Having a large picture/area in the background allows the text to be spread out while also giving the graphic designer an opportunity to make the app visually engaging.
 - When the dish has been previously made by the cook, and the cook took a picture of their meal (as they are supposed to), the background will have a picture of it and it will be darkened so that the text can stand out. This will let users visually see what they are ordering.
- **Filters**

- If logistics, ingredients, cook level, price, distance, etc. are specifically important to a user- they are able to filter the results so they are only seeing what they want to see. Quality is more important than quantity in data.
 - **Complicated Screen**
 - Acknowledging Ockham’s Razor this page is very complicated and is burdensome for the user. In fact, the 80/20 rule has been applied to this screen already. Therefore, the importance that all of this information is seen outweighs the desire to make the screen less complex.
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- **Search Food**

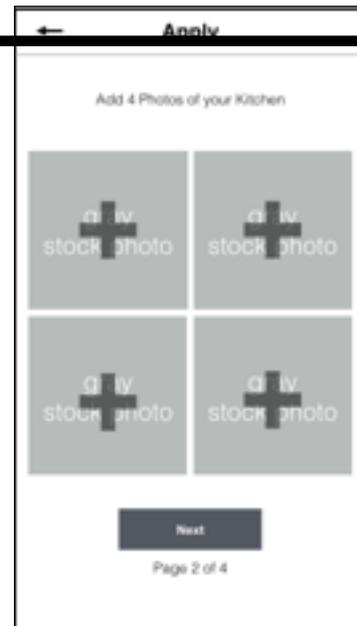


- “Search Food” is the most important page, so the link is placed in the *middle* of this navigation bar. The middle of this section is appropriate because that is where, arguably, users fingers’ can reach best. The reason for this is because the thumb does not have to reach far nor does it have to tuck under to hit the *very* bottom corner.
 - When an image is put there by the UI designer, the image should be bigger! It should be bigger so it takes up more real estate and the eye is drawn to it. This is also because “Search Food” is the most important page.
- **My Account and My Orders**
 - “My Account” and “My Orders” are next to each other because they share similarities, and this is helpful according to *Fitt’s Law*.
 - “My Orders” and “My Account” are separated because one of will show *settings* and the other will include information about *previous history* in the app. Therefore, they are similar but separate enough to make the bottom navigation bar have five items instead of four.
- **Search Cooks**
 - Due to the *flexibility-usability* tradeoff putting “Search Cooks” was a controversial and difficult decision. This is because there is already an element of searching for cooks in the “Search Food” tab.
 - For the users that value *quality* of the food- the cook’s reputation is the most indicating KPI. For this reason, customers can sort through the app to find where they can have .
 - There will need to be *research* done when the app is functional (or a *paper prototype*), to see if this was a good idea- since it is in fact a controversial decision.
 - Furthermore, If there is an entire tab for the cooks, it adds reputation/trust to the site since people can realize that the app is powered by the cooks, not by the dishes.
 - In all likelihood, this tab should be taken out. The users will will reveal the answer.

- Search Cooks is important to put next to “Search Food” for *grouping psychology* and *Fitt’s Law*.
- **Location of Cook Dashboard**
 - The cook dashboard is available in the right corner so that both cooks and non-cooks can see that cooks are just another “user,” and it is a community of cooks and customers.
 - If this decision wasn’t made, the cook dashboard could have been hidden somewhere else and only revealed when someone signed up as a cook.
- **Using Images Instead of Text**
 - These navigation buttons should all be replaced by images. It will be up to the UI designer how to make the images aesthetically pleasing.
 - It will be especially important that the *meaning* of the functionality of these aesthetically pleasing images are obvious for on-boarding purposes. If the images are not clear- then text or a combination of text and image will have to be used.

- **Stock Images**

- These pictures in the back of the “add image” spots will be grayed out stock images. This will let the user visually show what type of picture they should take. In other words, have examples of which pictures to take will give the user guidance.
- Otherwise, the user will feel lost and not know what pictures they should take in the kitchen. There are limitless types of pictures that can be taken. Users don’t like to think, and giving them no direction would provide a worse user experience.



- **Plus Sign**

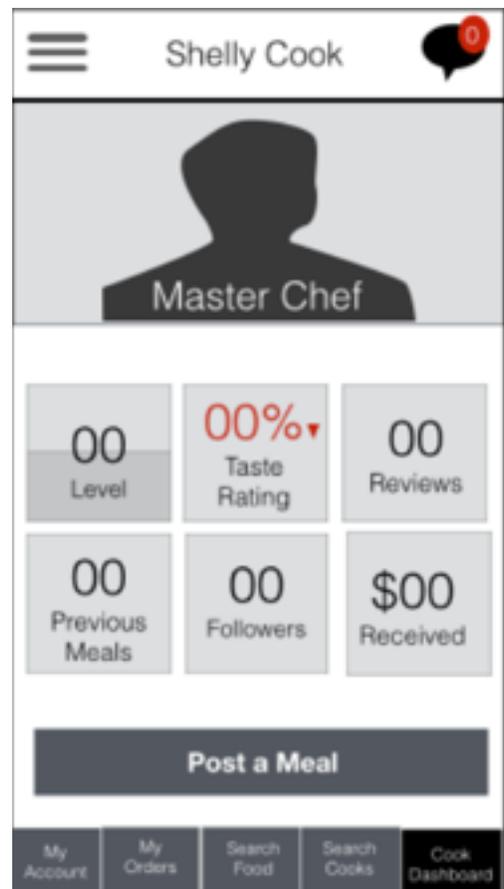
- There are many other options instead of the plus sign, but this is the best option.
 - You could have one “add” button/bar at the top- like Facebook. However, this would take up more space than necessary.
 - The plus sign does not take up any extra space that would not already be taken up.

- **Only Four Images**

- As cooks are signing up- there should be a minimal barrier to entry. Four images does not appear to be seem burdensome.
- However, for the HomeFood admin- it seems like any less would not give enough information
- Giving a *set amount* of images (ie- four

- More than 4 images doesn't seem necessary
 - This is merely to give a taste
 - How many items are there in a kitchen? Not that many
- It could have one picture per page, 4 pages total, but one page for 4 images is not overwhelming.
- There could be a limitless amount of pictures to take. However, the user would not know what the expectations are.
- **Negating Other Alternatives**
 - There shouldn't be only one static "add image" box in the *top left* that shifts the images whenever a picture is added.
 - This solution is also not ideal because it takes a little bit of thought and energy to see the images shifting.
 - There shouldn't be only one static "add image" box in the *bottom right* that shifts the images whenever a picture is added.
 - When a picture is taken and goes beneath the fold, it would be annoying for the user.

- **Progressive Disclosure**
 - It does not show the levels, taste rating, reviews, previous meals, followers, or received cash in detail in order to reduce cognitive load.
 - Avoids going beneath the "fold" - and all of my other iterations included more information by going beneath the fold
- **Gamification**
 - Adds Gamification since this is my conclusion of the journey map and the user flow
 - Brings out the motivation for the NEW persona - a wealthy
 - Does not prioritize \$00 (this was the original value proposition)
 - It is modeled after Amazon, eBay, and other commerce sites where there are users who are "sellers."
 - There must be a combination of reviews and taste ratings to show the user bump up levels.



- The level button/area has the background showing progress. When the cook upgrades levels, the level bar gets completely filled.
- **“Post a Meal” Button**
 - The post a meal button is at the easiest location for it to be touched. The range of motion on mobile is different than on desktop.
- **The Fold**
 - Avoids going beneath the “fold” - and all of my other iterations included more information by going beneath the fold
- **Big Picture**
 - The user sees a big picture of themselves to give themselves a sense of belonging and make them feel that this app is specific to them.
 - Even if the image makes the dashboard less usable- Masaaki Kurosu and Kaori Kashimura found that the *aesthetic-usability effect* is more potent than one might expect. In other words, the users will feel more comfortable using the app as they will perceive it to be more functional due to the image’s addition of aesthetics.